

MESSAGE FROM J. STROM THURMOND TO LISTENERS
OF RADIO STATION WKDK
October 27, 1946

It is a disappointment to me that I am forced to be out of South Carolina today in connection with an important matter for the state of South Carolina.

I had accepted the opportunity of appearing in a hearing at Atlanta to be held on Monday concerning the Clark's Hill power development and consequently, it was not possible for me to attend the dedication of Station WKDK personally.

However, I want to assure all my friends of Newberry County and of the other counties in this section that I do have your interests at heart. And I want to congratulate the management of this station for their decision to put Newberry on the air and to provide the people of this county with interesting, beneficial and instructive broadcasts.

I discovered in my campaign for governor that an important way to reach the hearts of the interested citizenry was to appeal to them through means of the radio. I found that I could reach a vast number of good citizens through talking over radio stations in various parts of South Carolina.

Because I have had this experience, I know that good programs, properly presented will benefit the sponsors and will help the listeners come to decisions about important matters. And I feel sure that the management of radio station WKDK realizes that it is important for good, substantial, informative programs to be presented to the attentive listeners of Newberry county.

Radio can mean much of value and entertainment to the people of South Carolina. We still are a rural state and by means of the radio, people away from centers of population can be reached and informed of important events.

Newberry is to be congratulated on the opening of this station. I am sure that you are going to hear, from this day forward, worthwhile and entertaining information about education, about agriculture, about news and about the lighter side of life. To present such information is the sacred trust of all good radio stations and I am positive that Station WKDK, even on its opening day, can now qualify as a good, public-spirited station. To help it maintain the high level that it has set for itself, you listeners should support it and get all the value that is possible from the presentations that it will arrange to bring to you.

I think that it is appropriate for me to say this afternoon that Newberry county has one of the finest, soundest economies in South Carolina. You have substantial manufacturing plants and you have established additional ones in recent months. You have good farm land on which you produce a wide variety of marketable crops and you have maintained your position as a leader in cattle raising and in dairy farming---a position you achieved through hard work and determination over a long period of years.

If all the counties of our state had this well-rounded economy, South Carolina would be prosperous indeed. And we are making progress. We are going to move ahead to a greater position in industry and we are going to maintain our enviable record as an agricultural state. This achievement will come only through active cooperation on the part of everyone in our state---the governor, the legislature, the various departments and the people working toward the common goal of a greater South Carolina.

Now station WKDK, serving the prosperous area of Newberry, can play an important part in the growth and development of this county. I am sure that it will present many public-spirited broadcasts---shows and presentations arranged as a public service and ones that you will enjoy.

And, so my friends, I admonish you to listen to the programs of this new station and I call upon the station itself to be careful in its presentations so that the greatest possible number of people will be benefited by the programs and entertainment that are offered.

In a little more than two months I will take the solemn and sacred oath as governor of South Carolina. Before that time comes, I hope to get to Newberry to see many of my old friends, but if that visit is not possible, I want you to keep in touch with me and to discuss with me any problems that you may have---problems that concern the welfare and well-being of the state of South Carolina.

And when I do become your governor in January, I hope that I can fulfill the trust that so many thousands of people in Newberry county placed in me when they elected me governor. My administration will be one devoted to assisting South Carolina progress. It will be one devoted to an era of good feeling and understanding among all branches of our state government. It will be one determined to help the people of Newberry county and all other counties learn and prosper and become better citizens in a better state.

Station WKDK can---and I am sure will---help tremendously in carrying out this program for the betterment of South Carolina. Today, on its inaugural program, it takes upon itself a trust---a public trust. And I am sure that it will carry out that trust faithfully and eagerly.

Once again, I wish to express my disappointment at not being in Newberry in person for this occasion, but it is necessary for me to attend the Clark's Hill hearing in Atlanta and it was impossible for me to meet both engagements.

I am sure that this is a gala occasion and I extend to this station and to its listeners my best wishes for a successful and prosperous Newberry. I thank you.

STATEMENT OF J. STROM THURMOND, GOVERNOR-ELECT OF
SOUTH CAROLINA, ON THE DEDICATION OF RADIO STATION
WKDK, NEWBERRY, SOUTH CAROLINA, OCTOBER 27, 1946.

It is a disappointment to me that I am forced to be out of South Carolina today in connection with an important matter for the state of South Carolina.

I had accepted the opportunity of appearing in a hearing at Atlanta to be held on Monday concerning the Clark's Hill power development and consequently, it was not possible for me to attend the dedication of Station WKDK personally.

However, I want to assure all my friends of Newberry County and of the other counties in this section that I do have your interests at heart. And I want to congratulate the management of this station for their decision to put Newberry on the air and to provide the people of this county with interesting, beneficial and instructive broadcasts.

I discovered in my campaign for governor that an important way to reach the hearts of the interested citizenry was to appeal to them through means of the radio. I found that I could reach a vast number of good citizens through talking over radio stations in various parts of South Carolina.

Because I have had this experience, I know that good programs, properly presented will benefit the sponsors and will help the listeners come to decisions about important matters. And I feel sure that the management of radio station WKDK realizes that it is important for good, substantial, informative programs to be presented to the attentive listeners of Newberry county.

Radio can mean much of value and entertainment to the people of South Carolina. We still are a rural state and by means of the radio, people away from centers of population can be reached and informed of important events.

Newberry is to be congratulated on the opening of this station. I am sure that you are going to hear, from this day forward, worthwhile and entertaining information about education, about agriculture, about news and about the lighter side of life. To present such information is the sacred trust of all good radio stations and I am positive that Station WKDK, even on its opening day, can now qualify as a good, public-spirited station. To help it maintain the high level that it has set for itself, you listeners should support it and get all the value that is possible from the presentations that it will arrange to bring to you.

I think that it is appropriate for me to say this afternoon that Newberry county has one of the finest, soundest economies in South Carolina. You have substantial manufacturing plants and you have established additional ones in recent months. You have good farm land on which you produce a wide variety of marketable crops and you have maintained your position as a leader in cattle raising and in dairy farming---a position you achieved through hard work and determination over a long period of years.

If all the counties of our state had this well-rounded economy, South Carolina would be prosperous indeed. And we are making progress. We are going to move ahead to a greater position in industry and we are going to maintain our enviable record as an agricultural state. This achievement will come only through active cooperation on the part of everyone in our state---the governor, the legislature, the various departments and the people working toward the common goal of a greater South Carolina.

Now station WKDK, serving the prosperous area of Newberry, can play an important part in the growth and development of this county. I am sure that it will present many public-spirited broadcasts---shows and presentations arranged as a public service and ones that you will enjoy.

And, so my friends, I admonish you to listen to the programs of this new station and I call upon the station itself to be careful in its presentations so that the greatest possible number of people will be benefited by the programs and entertainment that are offered.

In a little more than two months I will take the solemn and sacred oath as governor of South Carolina. Before that time comes, I hope to get to Newberry to see many of my old friends, but if that visit is not possible, I want you to keep in touch with me and to discuss with me any problems that you may have---problems that concern the welfare and well-being of the state of South Carolina.

And when I do become your governor in January, I hope that I can fulfill the trust that so many thousands of people in Newberry county placed in me when they elected me governor. My administration will be one devoted to assisting South Carolina progress. It will be one devoted to an era of good feeling and understanding among all branches of our state government. It will be one determined to help the people of Newberry county and all other counties learn and prosper and become better citizens in a better state.

Station WKDK can---and I am sure will---help tremendously in carrying out this program for the betterment of South Carolina. Today, on its inaugural program, it takes upon itself a trust--a public trust. And I am sure that it will carry out that trust faithfully and eagerly.

Once again, I wish to express my disappointment at not being in Newberry in person for this occasion, but it is necessary for me to attend the Clark's Hill hearing in Atlanta and it was impossible for me to meet both engagements.

I am sure that this is a gala occasion and I extend to this station and to its listeners my best wishes for a successful and prosperous Newberry. I thank you.
